EXHIBIT 18

Message

From: Sean Downey [sdowney@google.com]
Sent: 2/25/2020 3:12:47 PM
To: Mike Miller [mikemiller@google.com]
Subject: Re: Quick question: most recent customer survey data?
Attachments: 2019 PIR W7 - DSP for Google for Sean Downey Directs with agency-marketer driver analysis.pptx

Hi Mike,

I was referring to the Advertiser Perceptions report, which I have attached for your review.

SFD

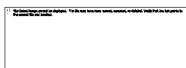On Thu, Feb 20, 2020 at 9:26 AM Mike Miller <mikemiller@google.com> wrote:
  Hi Sean,

  Per our last 1:1, would you have the results from the most recent customer survey that you ran?

  I hope you are doing well!

  Thanks,
  Mike

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  ❀ **E. T. Michael Miller**
  ❀ **Director, Google Technical Services | Global Customer Care**
  ❀ gTech Boulder Site Lead
  ❀ mikemiller@google.com
  ❀ 720-235-1019

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Sean F. Downey
646.450.1654
sdowney@google.com

DSP Report, Wave 7

Part of the Programmatic Intelligence Report Portfolio

Q3 2019

Advertiser Perceptions

What Advertisers Think™

The More You Know
The Stronger Your Brand
The More You'll Sell™

DSP Respondent Profile

Fielded Sept 2019

PROGRAMMATIC DECISION-MAKING INVOLVEMENT:

- Supervise or determine strategy for ad placement _____ 76%
- Develop or approve budgets _____ 81%
- Approve DSP partners _____ 76%
- Use DSPs to identify audiences and/or place media _____ 59%

PRIMARY DSP USAGE:

- Managed/Full Service _____ 45%
- Self-Service _____ 18%
- Both Managed & Self-Serve _____ 37%

ANNUAL DIGITAL AD SPEND:

	Mean	$51M
	$50M+	26%
	$10M-50M	45%
	$1M-10M	29%

RANGING IN TITLE:

Agency:

47%	44%	9%

Marketer:

50%	34%	16%

Senior (VP+)   Mid-Level (Director/Supervisor)   Junior (Mngr, Buyer, Planner)

EXPRESSING OPINIONS FROM:

46% Marketer   54% Agency

Advertiser Perceptions
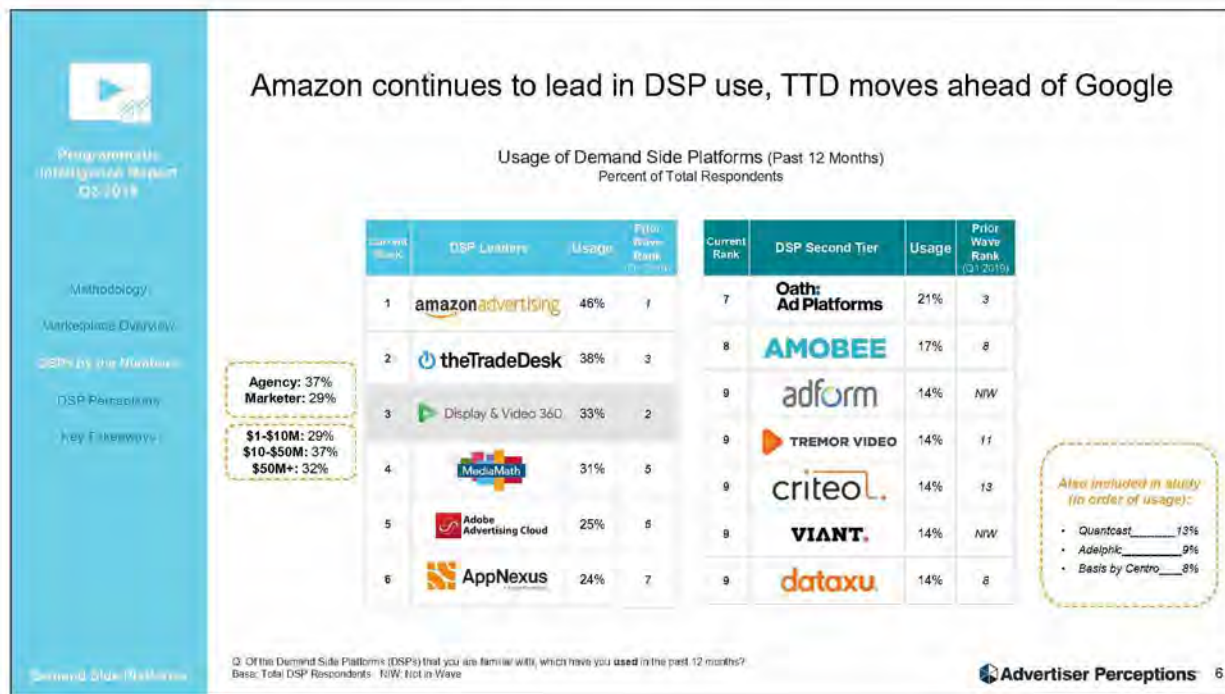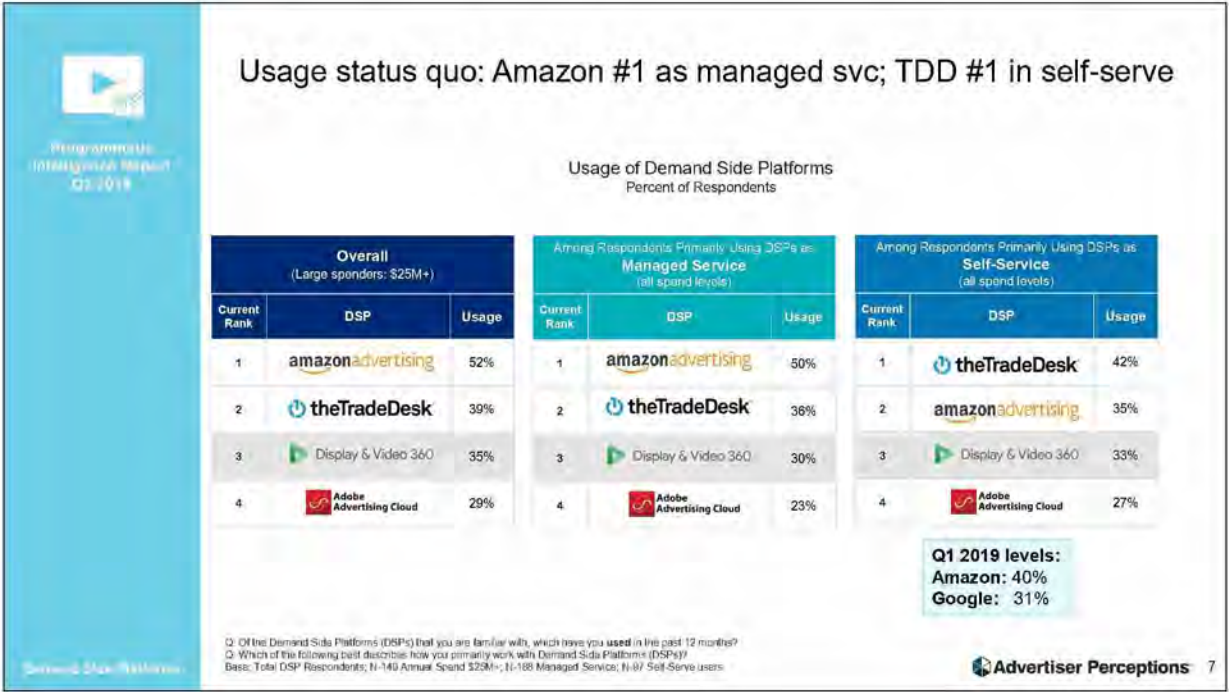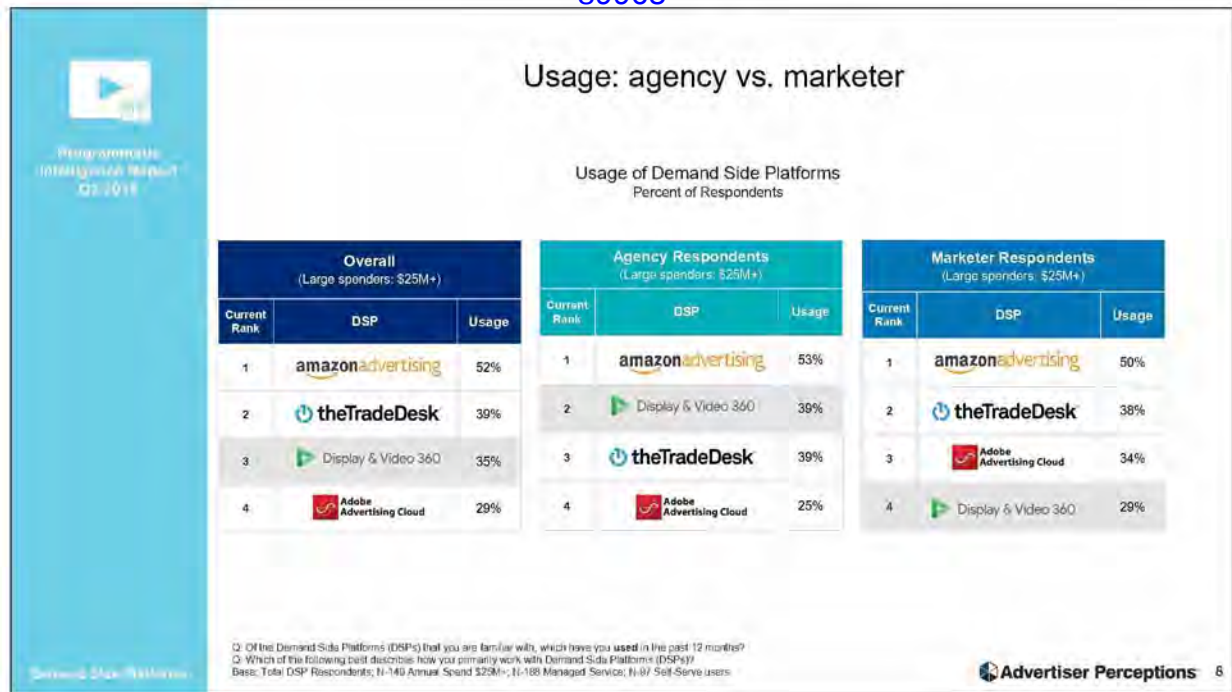
DSPs funnel metrics
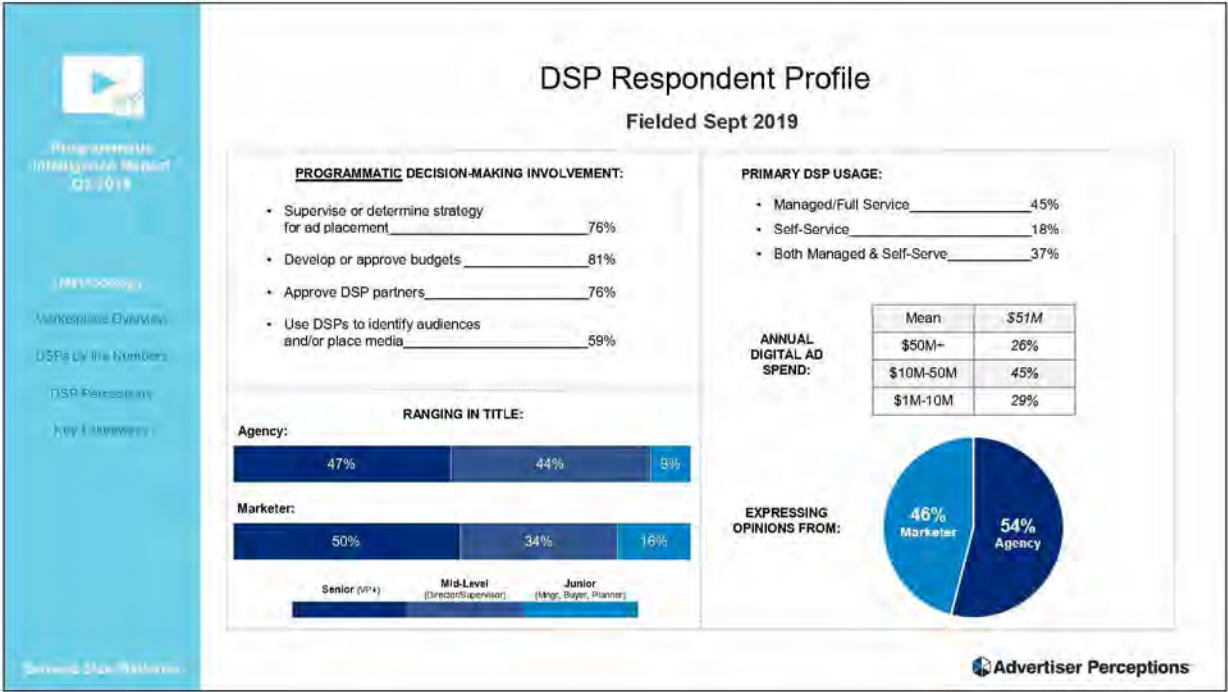
Q206
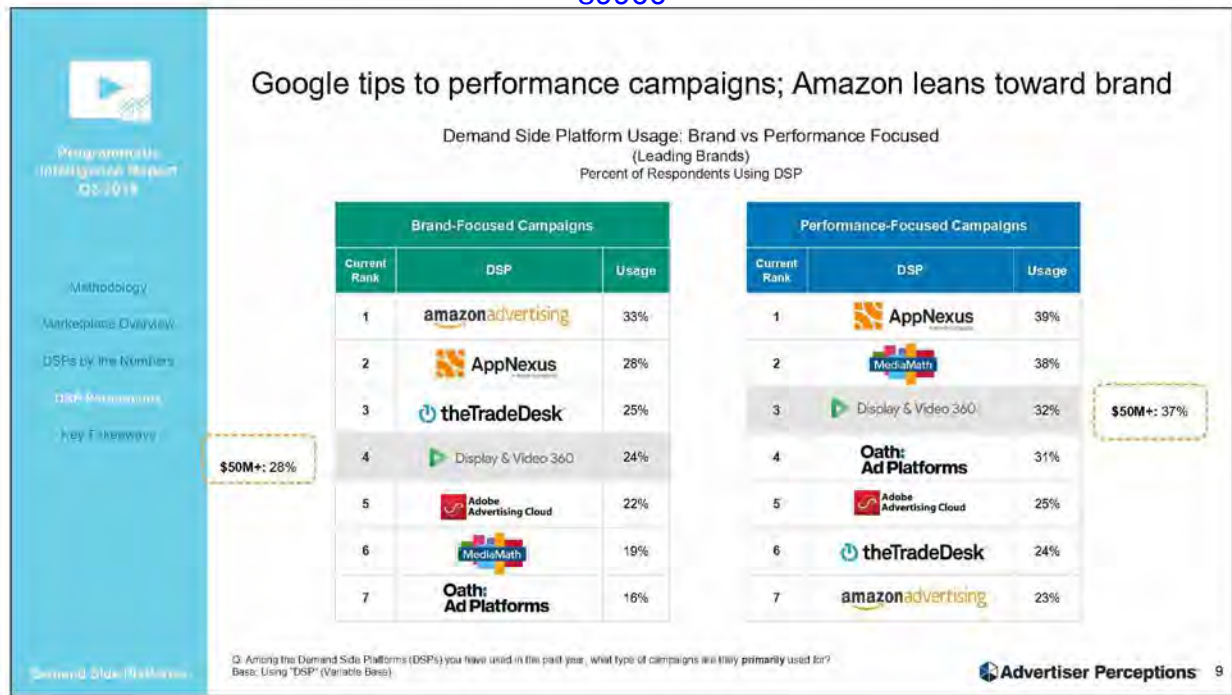2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep25.xlsx

Q215
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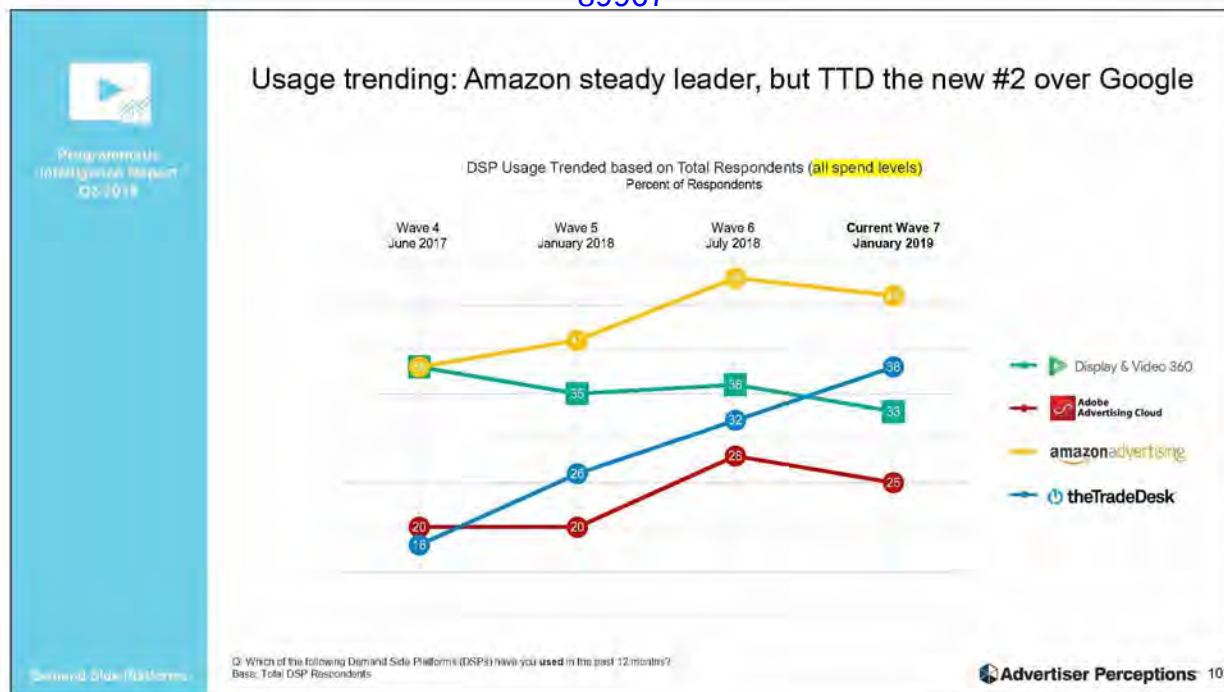Q215 2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

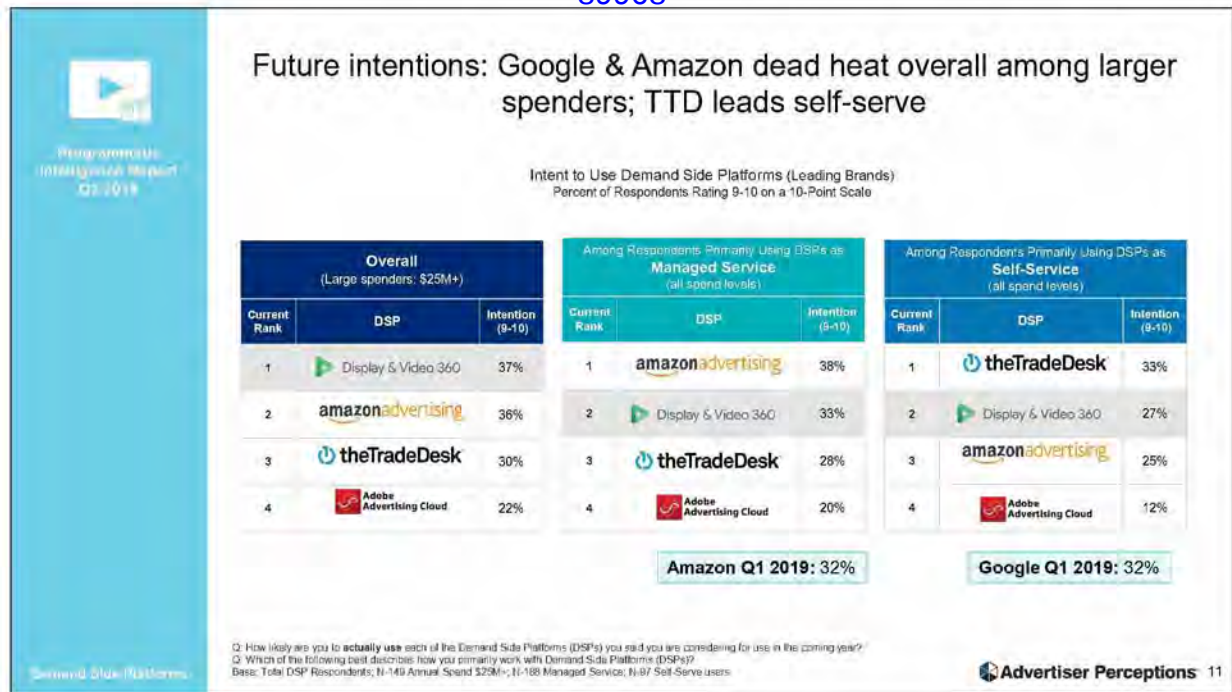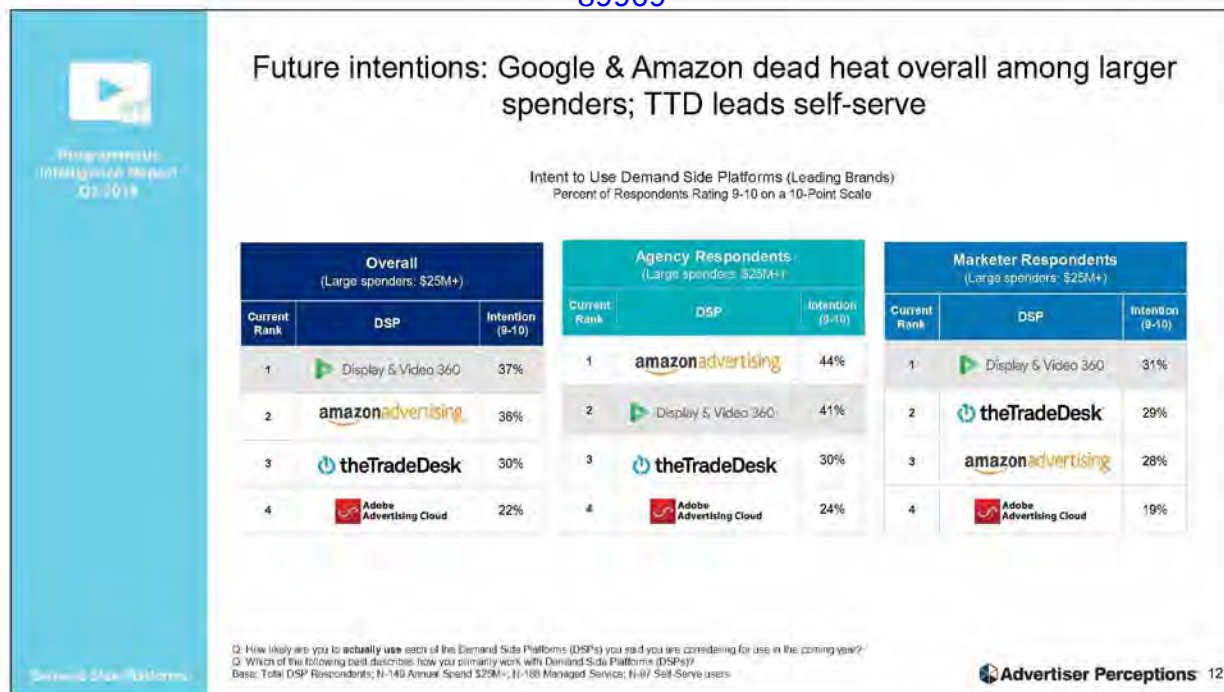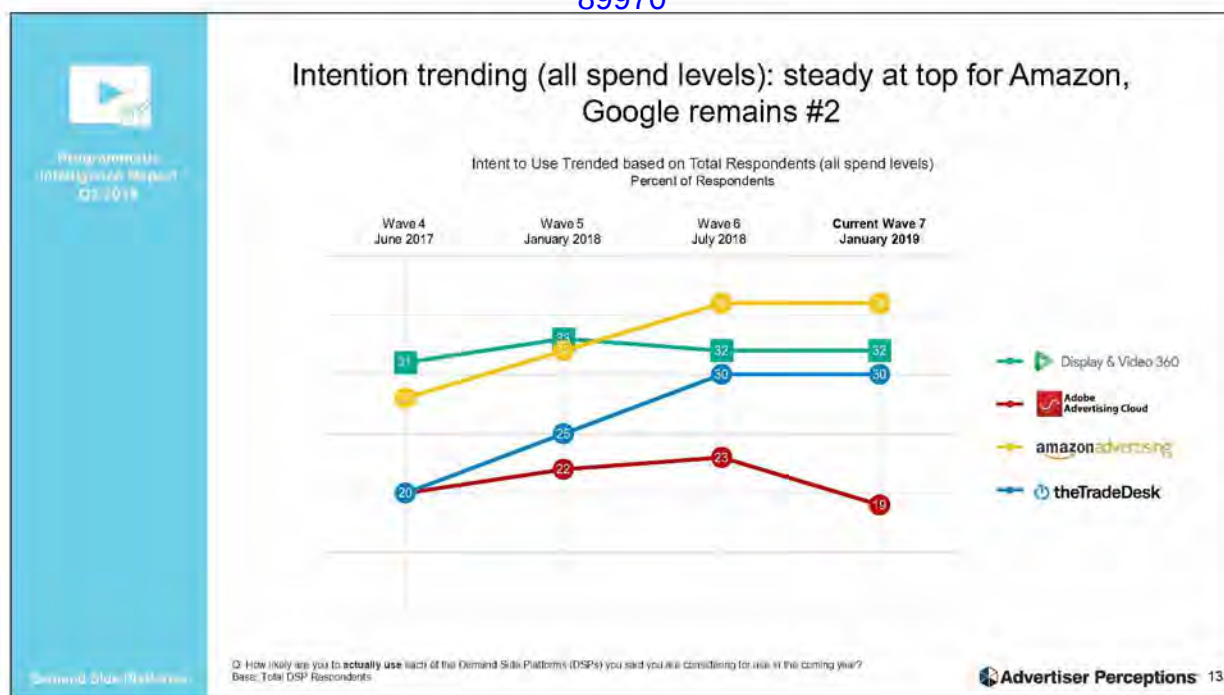QDS10

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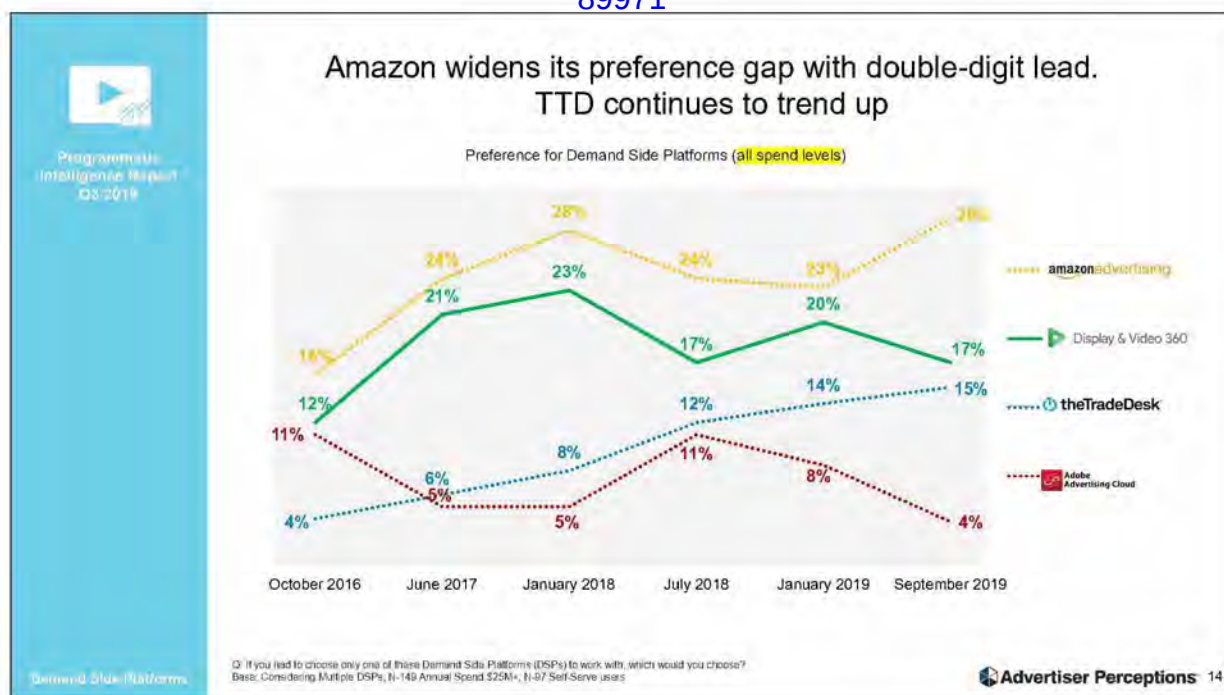Q215 2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

QDS10

Q233a

Q230

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Q225

Future intentions: Google & Amazon dead heat overall among larger spenders; TTD leads self-serve

Intent to Use Demand Side Platforms (Leading Brands)
Percent of Respondents Rating 9-10 on a 10-Point Scale

Overall (Large spenders: $25M+)			Agency Respondents (Large spenders: $25M+)			Marketer Respondents (Large spenders: $25M+)		
Current Rank	DSP	Intention (9-10)	Current Rank	DSP	Intention (9-10)	Current Rank	DSP	Intention (9-10)
1	Display & Video 360	37%	1	amazon advertising	44%	1	Display & Video 360	31%
2	amazon advertising	36%	2	Display & Video 360	41%	2	theTradeDesk	29%
3	theTradeDesk	30%	3	theTradeDesk	30%	3	amazon advertising	28%
4	Adobe Advertising Cloud	22%	4	Adobe Advertising Cloud	24%	4	Adobe Advertising Cloud	19%

Q: How likely are you to **actually use** each of the Demand Side Platforms (DSP's) you said you are considering for use in the coming year?
Q: Which of the following best describes how you primarily work with Demand Side Platforms (DSPs)?
Base: Total DSP Respondents; N=140 Annual Spend $25M+; N=108 Managed Service; N=87 Self-Serve users

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Q225

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Q230

Q226
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

Q226a.
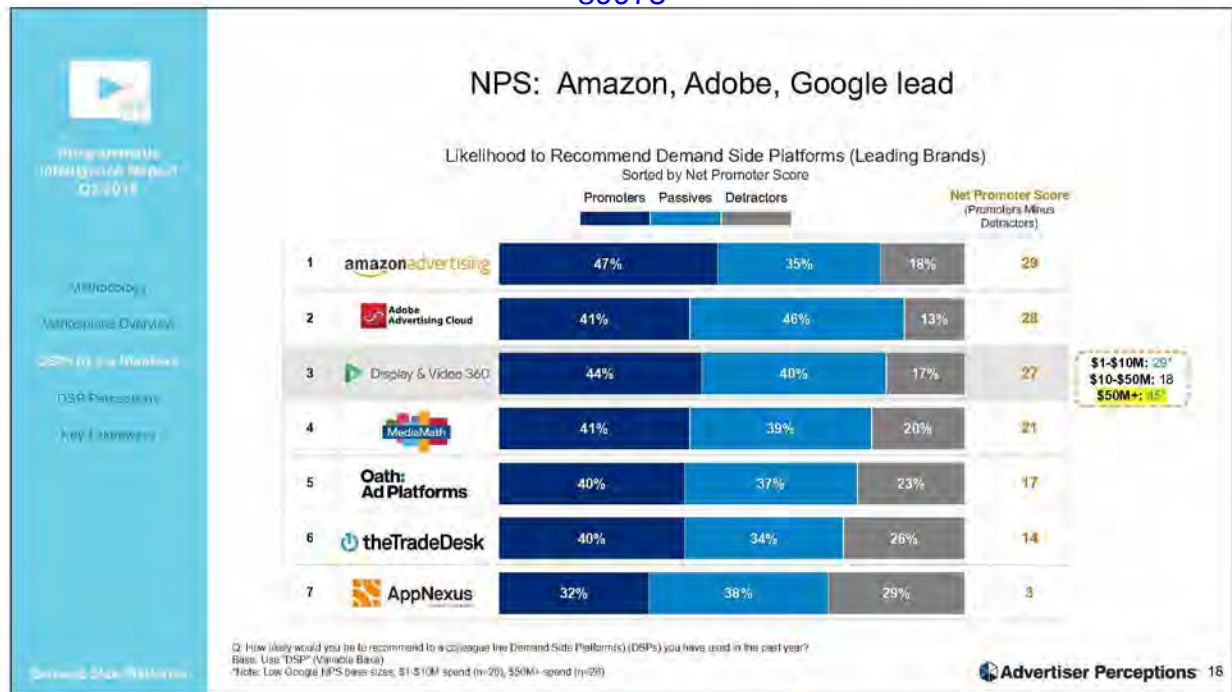
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Q226a.

Q226a.

NPS: Amazon, Adobe, Google lead

Q230
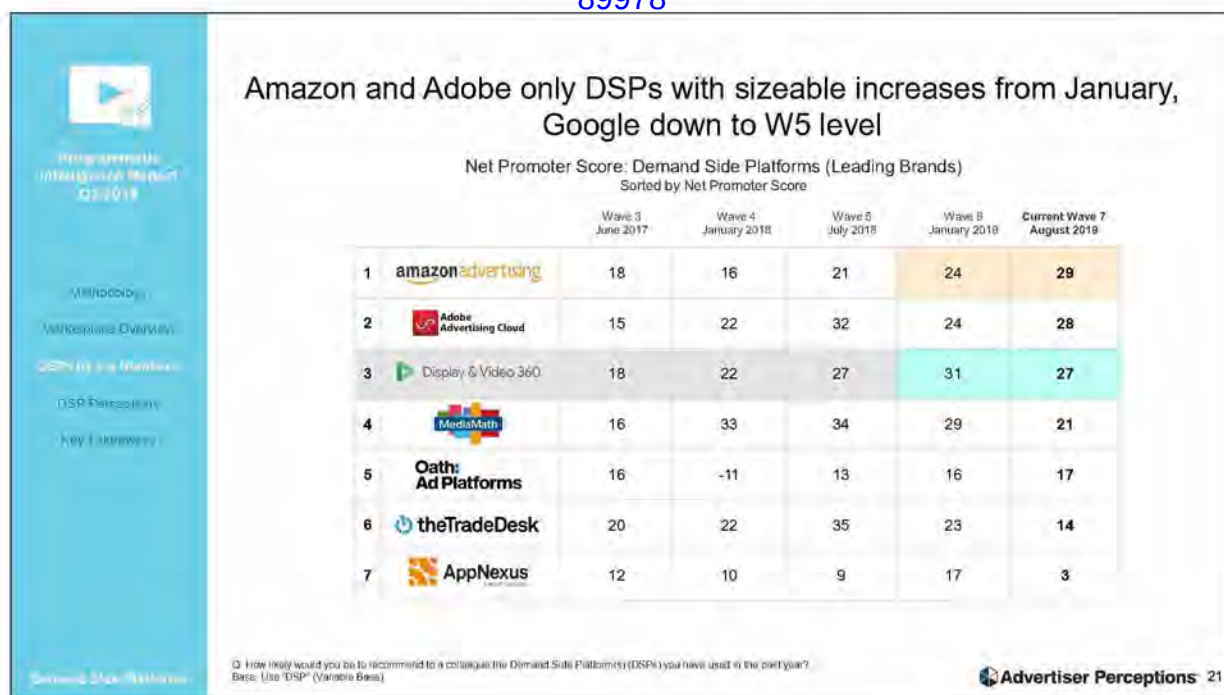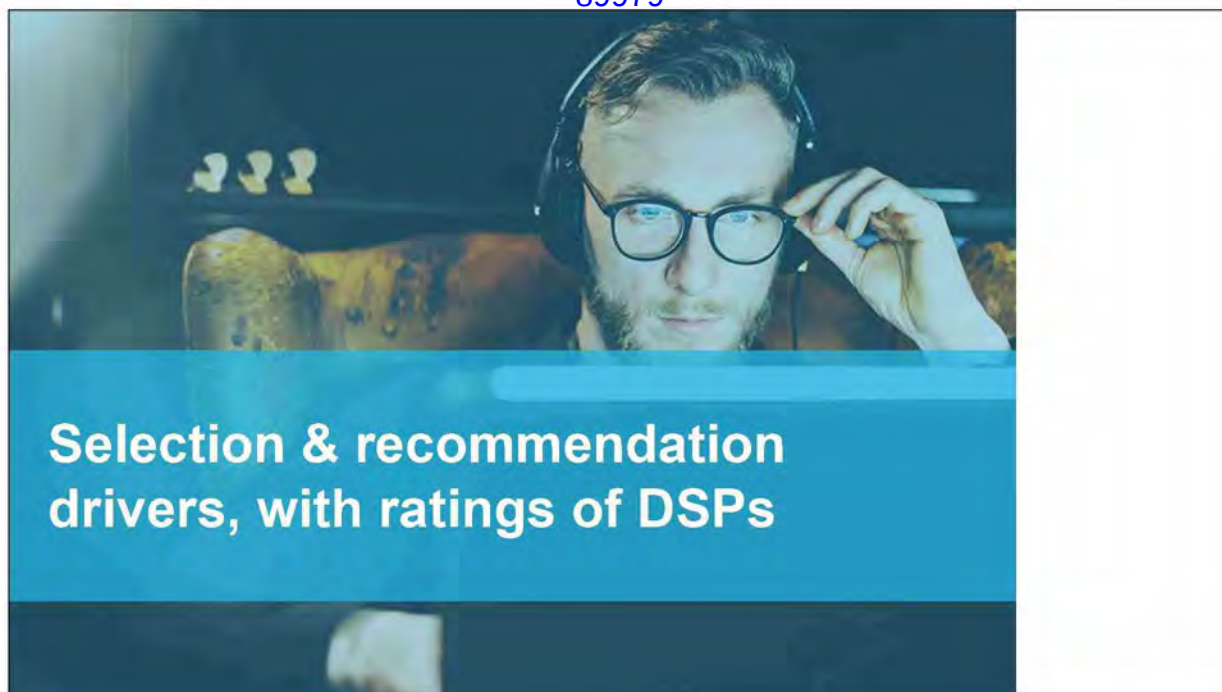2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx
NPS base sizes: Amazon DSP 146 AppNexus, a Xandr Company 76 Basis by Centro 26 Criteo 44 dataxu 43 Google Display &
Video 360 106 MediaMath DSP 100 The Trade Desk DSP 119 Adobe Advertising Cloud 81 Amobee (inclusive of Turn & Videology)
54 Tremor Video DSP 45 Viant DSP 43 Quantcast 42 Adelphic 29 Oath Ad Platforms 66 Adform 46

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Q230
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx
NPS base sizes: Amazon DSP 146 AppNexus, a Xandr Company 76 Basis by Centro 26 Criteo 44 dataxu 43 Google Display & Video 360 106 MediaMath DSP 100 The Trade Desk DSP 119 Adobe Advertising Cloud 81 Amobee (inclusive of Turn & Videology) 54 Tremor Video DSP 45 Viant DSP 43 Quantcast 42 Adelphic 29 Oath Ad Platforms 66 Adform 46

Q230
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx
NPS base sizes: Amazon DSP 146 AppNexus, a Xandr Company 76 Basis by Centro 26 Criteo 44 dataxu 43 Google Display & Video 360 106 MediaMath DSP 100 The Trade Desk DSP 119 Adobe Advertising Cloud 81 Amobee (inclusive of Turn & Videology) 54 Tremor Video DSP 45 Viant DSP 43 Quantcast 42 Adelphic 29 Oath Ad Platforms 66 Adform 46

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Q230
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

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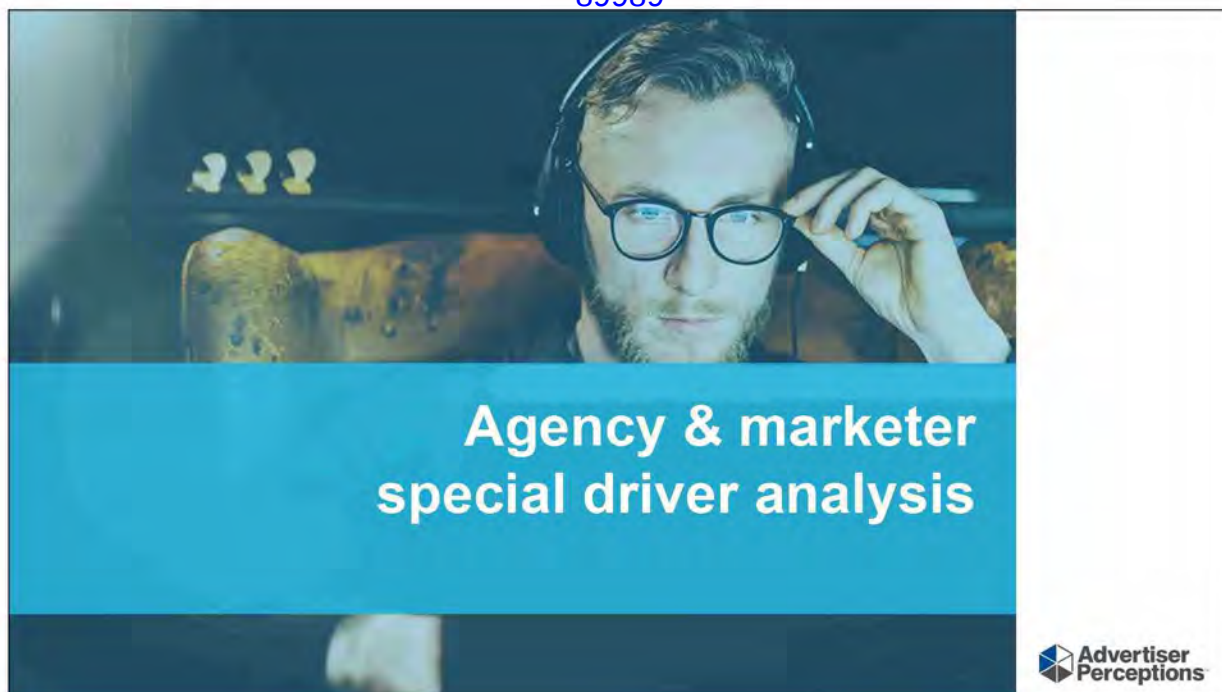Selection & recommendation drivers, with ratings of DSPs

Q235, Q240, Q245
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

Q235, Q240, Q245
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

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Q235, Q240, Q245
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

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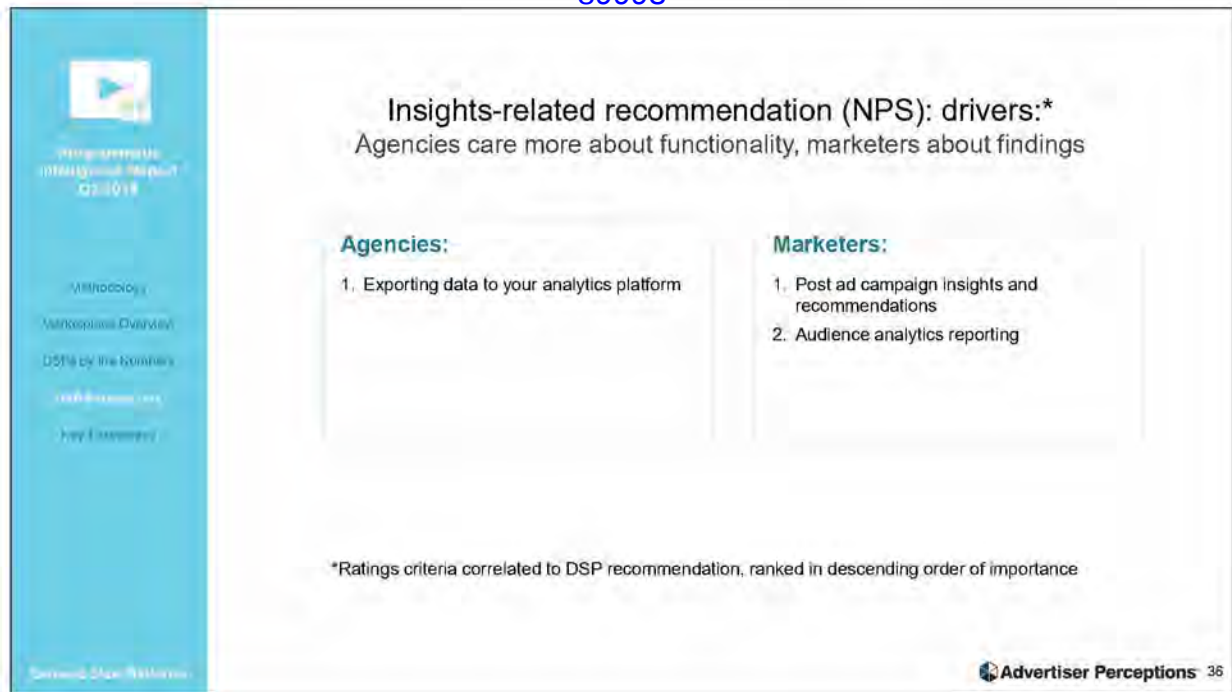
Q235
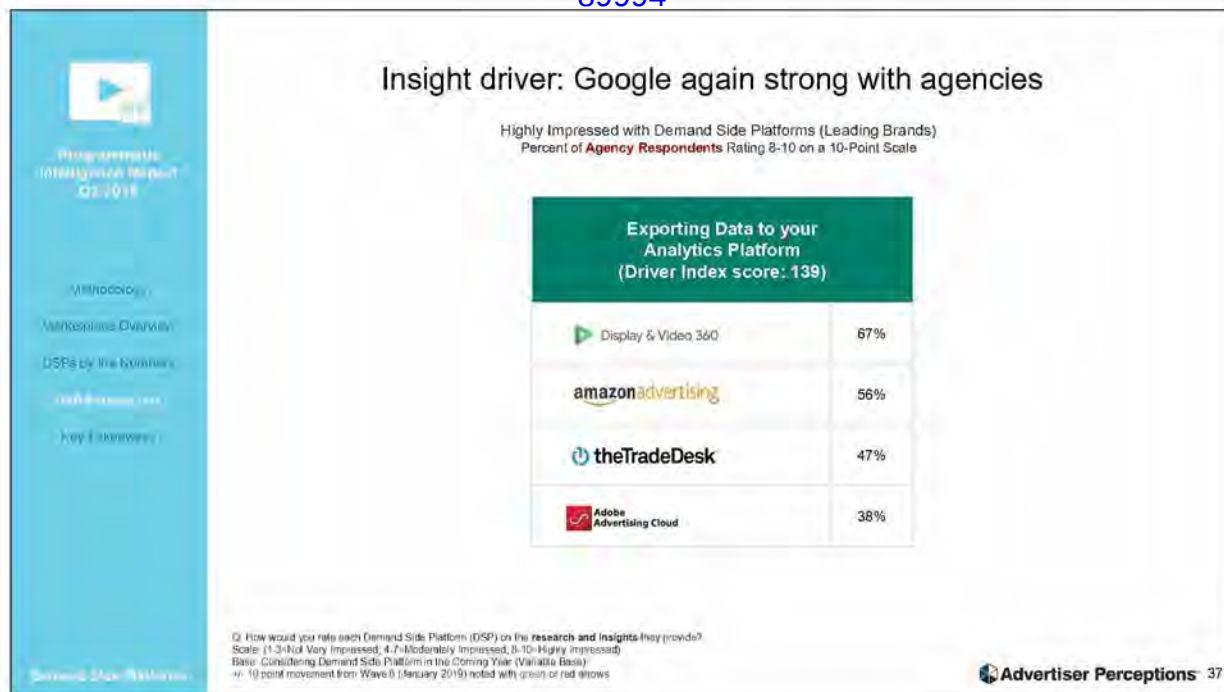2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

Q235
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

Q235
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

Q235, Q240, Q245
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

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Q240
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

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Q245
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

Agency & marketer special driver analysis

Q235, Q240, Q245
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

Q235
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

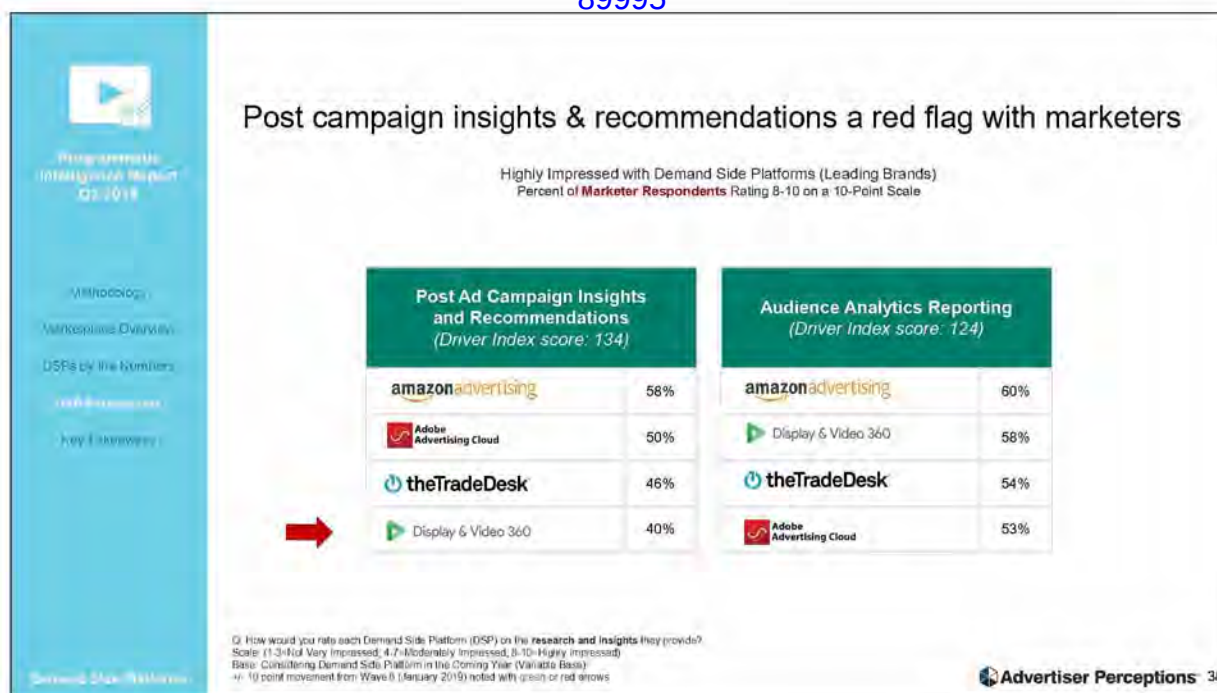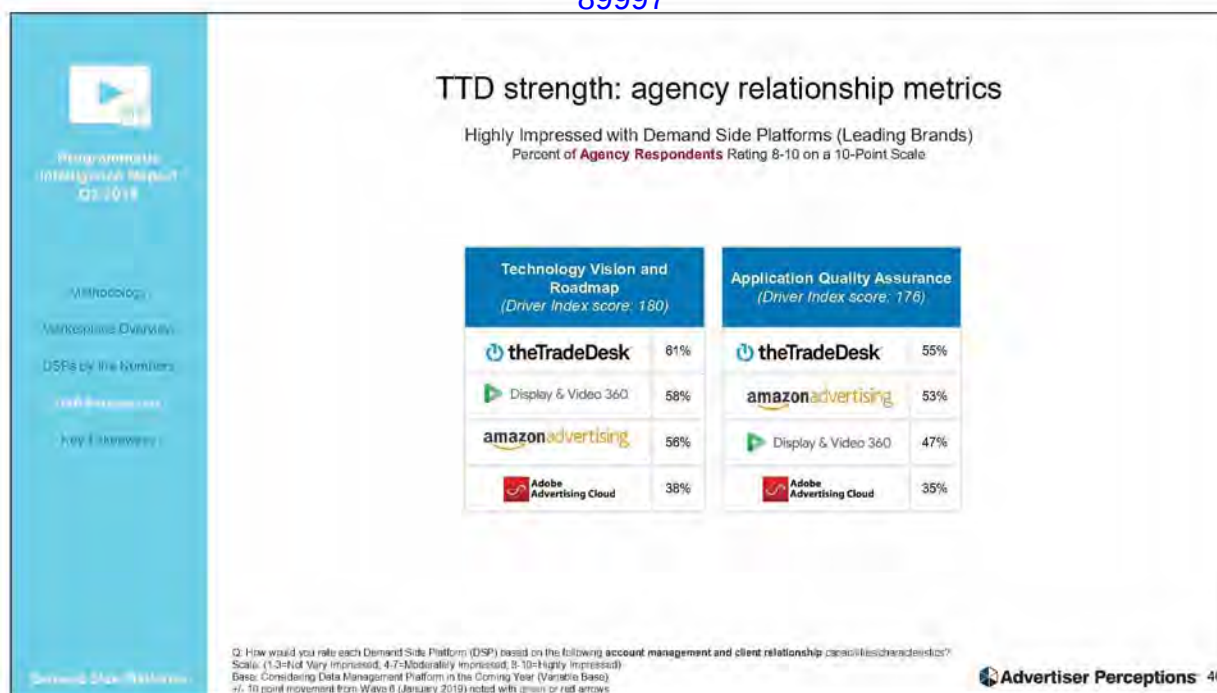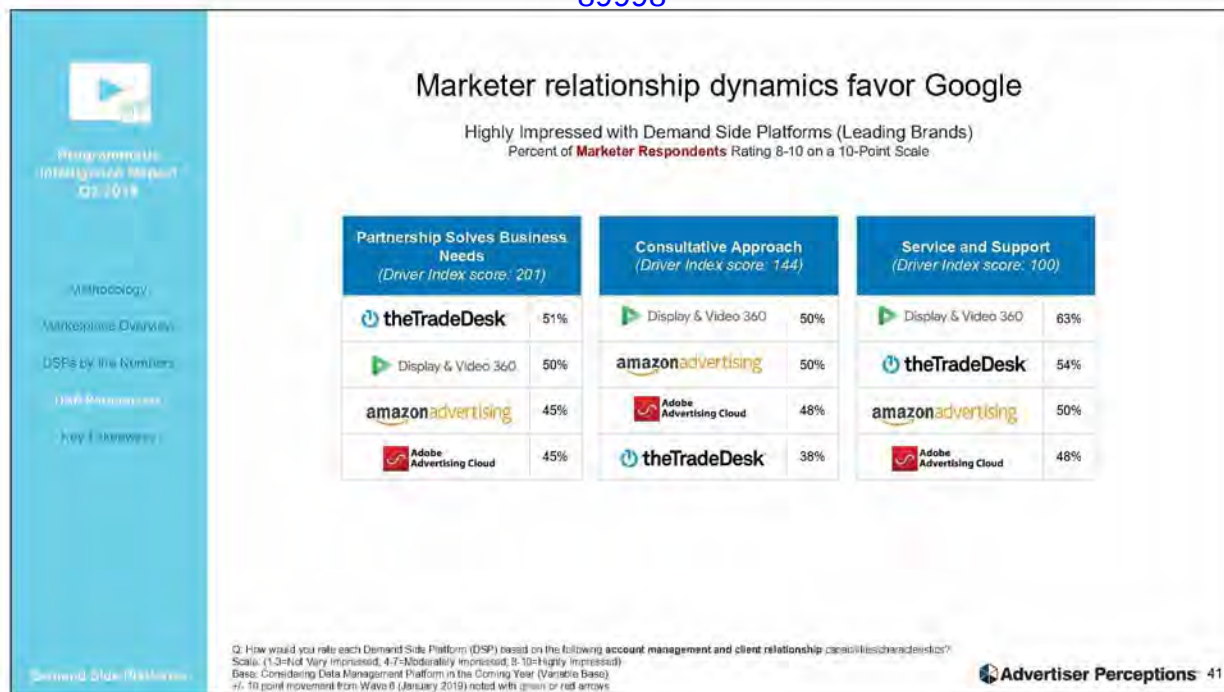Amazon ahead of Google in 5 of 6 marketer rating categories

Highly Impressed with Demand Side Platforms (Leading Brands)
Percent of **Marketer Respondents** Rating 8-10 on a 10-Point Scale

Q235
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

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Q235, Q240, Q245
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

Q240
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

Q240
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

Q235, Q240, Q245
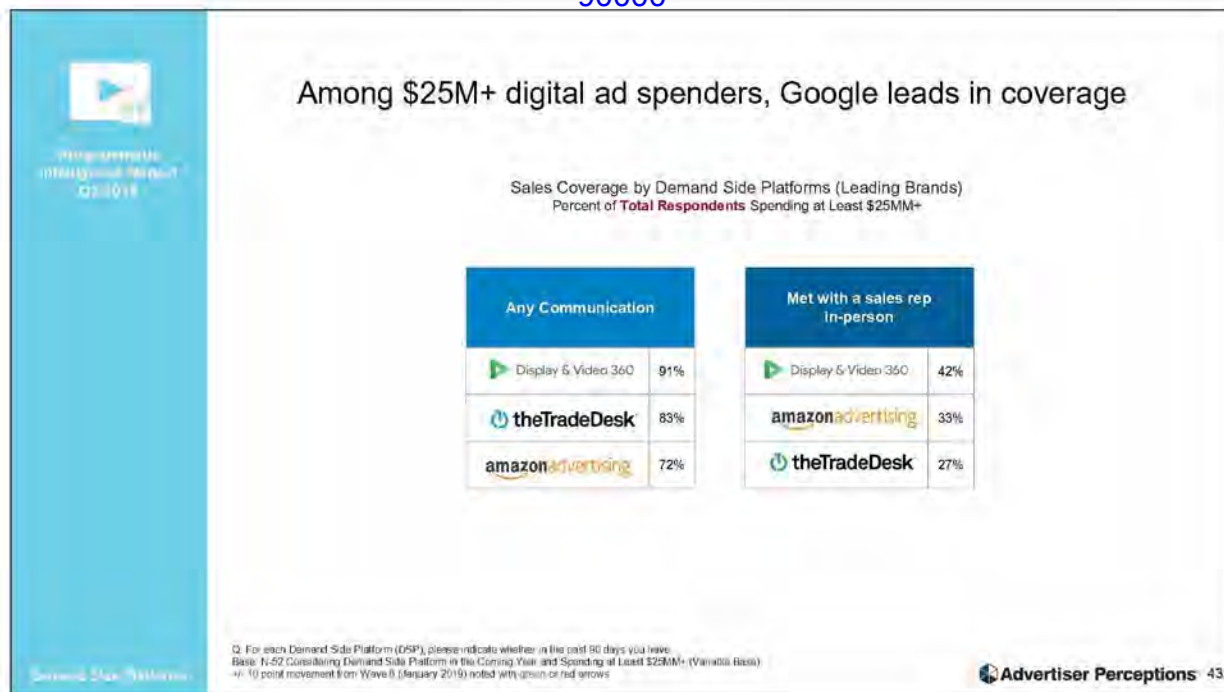2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

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Q245
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

Q245
2019SS103W7_Banner 1a_PIR W7 DSP Full Results_WT_Sep27.xlsx

Among $25M+ digital ad spenders, Google leads in coverage

Sales Coverage by Demand Side Platforms (Leading Brands)
Percent of **Total Respondents** Spending at Least $25MM+

Any Communication		Met with a sales rep in-person	
Display & Video 360	91%	Display & Video 360	42%
theTradeDesk	83%	amazon advertising	33%
amazon advertising	72%	theTradeDesk	27%

Q: For each Demand Side Platform (DSP), please indicate whether in the past 90 days you have:
Base: N-52 Considering Demand Side Platform in the Coming Year and Spending at Least $25MM+ (Variable Base)
+/- 10 point movement from Wave 8 (January 2019) noted with green or red arrows

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Q250

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Agency: sales communication

Sales Coverage by Demand Side Platforms (Leading Brands)
Percent of **Agency Respondents** Spending at Least $25MM+

Any Communication	
Display & Video 360	78%
amazon advertising	75%
theTradeDesk	63%
Adobe Advertising Cloud	62%

Met with a sales rep in-person	
amazon advertising	31%
theTradeDesk	26%
Display & Video 360	25%
Adobe Advertising Cloud	18%

Q. For each Demand Side Platform (DSP), please indicate whether in the past 90 days you have...
Base: Considering Demand Side Platform in the Coming Year (Variable Base)
+/- 10 point movement from Wave 8 (January 2019) noted with green or red arrows

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Q250

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Q250

Key Takeaways: original version, followed by agency/marketer analysis

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